

### **IN THE CLAIMS**

Please amend the claims as follows.

1. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast offer purchasing incentives to viewers, the method comprising:

receiving a broadcast with embedded information about the broadcast, said embedded information being provided to allow construction of a viewing record of the broadcast, the embedded information including information indicative of one or more sponsors of the broadcast;

extracting and displaying content from said broadcast without commercial interruption to a viewer;

extracting said embedded information from said broadcast;

storing said embedded information;

collecting viewer information including a user identifier and information indicative of an amount of time the viewer spent watching a sponsored broadcast, wherein the collected viewer information is not collected in response to prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program;

~~at a predetermined time and without requiring viewer action,~~ sending said stored embedded information and viewer information to a remote computer to allow said remote computer to construct said viewing record; and

providing specific incentives to the viewer based on said viewing record including information indicative of one or more sponsors of the broadcast.

2. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast offer purchasing incentives to viewers, the method comprising:

receiving a broadcast with information about the broadcast embedded into the broadcast at regular time periods, said information including timestamps each identifying a time

slice during which the broadcast is received, the embedded information including information indicative of one or more sponsors of the broadcast;  
extracting and displaying content from said broadcast without commercial interruption to a viewer;  
extracting said embedded information from said broadcast;  
incrementing counters for counting time slices during which said broadcast is received;  
storing said embedded information and said counter values;  
collecting viewer information including a user identifier and information indicative of an amount of time the viewer spent watching a sponsored broadcast, wherein the collected viewer information is not collected in response to prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program;  
sending said embedded information, said counter values and viewer information to a remote computer to allow a viewing time to be determined, ~~said sending not requiring viewer action;~~ and  
providing specific incentives to the viewer based on said embedded information including information indicative of one or more sponsors of the broadcast and said viewing time.

3. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast offer purchasing incentives to viewers, the method comprising:

embedding information along with the broadcast content, said embedded information including information that allows a viewing time of said broadcast content to be determined, the embedded information including information indicative of one or more sponsors of the broadcast; and  
broadcasting said content with said embedded information to a remote viewer of the content without commercial interruption, the embedded information enabling a remote computer to retain the viewing time, information indicative of one or more sponsors of the broadcast, and viewer information, the viewer information including a

user identifier and information indicative of an amount of time the remote viewer spent watching a sponsored broadcast, wherein the viewer information is not collected in response to prompted viewer feedback provided by the remote viewer as part of viewer participation in an interactive reward program without requiring viewer action.

4. (Currently Amended) The method of claim 3 further comprising:

obtaining stored embedded information ~~without requiring viewer action~~ so as to determine said viewing time; and  
sending specific incentives to said remote viewer based on said viewing time.

5. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast offer purchasing incentives to viewers, the method comprising:

embedding information along with the broadcast content at regular time periods, wherein said embedded information, when collected over time, allows a viewing record of the broadcast to be determined, the embedded information including information indicative of one or more sponsors of the broadcast; and

broadcasting said content with said embedded information without commercial interruption to a remote viewer of the content, the embedded information enabling a remote computer to retain the viewing record, information indicative of one or more sponsors of the broadcast, and viewer information , the viewer information including a user identifier and information indicative of an amount of time the remote viewer spent watching a sponsored broadcast, wherein the viewer information is not collected in response to prompted viewer feedback provided by the remote viewer as part of viewer participation in an interactive reward program without requiring viewer action.

6. (Currently Amended) The method of claim 5 further comprising:

providing collected embedded information about said broadcast at a predetermined time  
~~point without requiring viewer action;~~  
from said collected embedded information, determining a number of time slices during  
which the broadcast is received by the remote viewer; and  
sending specific incentives to said remote viewer based on said time slices.

7. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast offer purchasing incentives to viewers, the method comprising:

receiving information representing a viewing record including information related to a remote viewer's viewing of a broadcast without commercial interruption, the viewing record including information indicative of one or more sponsors of the broadcast and viewer information including a user identifier and information indicative of an amount of time the viewer spent watching a sponsored broadcast, wherein the viewer information is not collected in response to prompted viewer feedback provided by the remote viewer as part of viewer participation in an interactive reward program, said  
~~receiving not requiring viewer action;~~ and  
sending specific incentives to the remote viewer based on said viewing record including information indicative of one or more sponsors of the broadcast.

8. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast offer purchasing incentives to viewers, the method comprising:

receiving information about a remote viewer's viewing of a broadcast without commercial interruption, the received information including information indicative of one or more sponsors of the broadcast, ~~said receiving not requiring viewer action;~~  
receiving counter values representing the number of time slices viewed by the remote viewer;  
collecting viewer information including a user identifier and information indicative of an amount of time the viewer spent watching a sponsored broadcast, wherein the

collected viewer information is not collected in response to prompted viewer feedback provided by the viewer as part of viewer participation in an interactive reward program;

and

sending specific incentives to the remote viewer ~~determined by a viewing record of a broadcast by said remote viewer, said viewing record~~ based on said information received including information indicative of one or more sponsors of the broadcast, the viewer information, and said counter values received.

9. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast offer purchasing incentives to viewers, the method comprising:

receiving information representing a viewing record including information related to a remote viewer's viewing of a broadcast without commercial interruption, the viewing record including information indicative of one or more sponsors of the broadcast, the viewing record further including information indicative of a user identifier and information indicative of an amount of time the remote viewer spent watching a sponsored broadcast, wherein the viewer information is not collected in response to prompted viewer feedback provided by the remote viewer as part of viewer participation in an interactive reward program, ~~said receiving not requiring viewer action;~~

searching a database for information about sponsors of the content of said broadcast and the incentives offered by said sponsors;

creating a Web page containing links to all sponsor incentive websites and to specific incentives based on said database information and said ~~information received from said viewer including information indicative of one or more sponsors of the broadcast~~ viewing record; and

sending said Web page to said remote viewer.

10. (Currently Amended) A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

~~receiving information about viewing of content of a broadcast without commercial interruption by a remote viewer, said receiving not requiring viewer action;~~

receiving information representing a viewing record including information related to a remote viewer's viewing of a broadcast without commercial interruption, the viewing record including information indicative of one or more sponsors of the broadcast and viewer information including information indicative of an amount of time the remote viewer spent watching a sponsored broadcast, wherein the viewer information is not collected in response to prompted viewer feedback provided by the remote viewer as part of viewer participation in an interactive reward program;

receiving counter values representing the number of time slices during which the broadcast was viewed by said remote viewer;

~~receiving information indicative of one or more sponsors of the broadcast;~~

searching a database for information about sponsors of the content and the incentives offered by said sponsors;

creating a Web page containing links to all sponsor incentive websites and to specific incentives based on said database information, said viewing record, information resulting from said searching, said information received from said remote viewer and said counter values and said information indicative of one or more sponsors of the broadcast; and

sending said Web page to said remote viewer.